

# Northern Berkshires Mass in Motion

## Mass in Motion 2013 Community Report

### About Northern Berkshires Mass in Motion, a program of the Northern Berkshire Community Coalition

Northern Berkshires Mass in Motion works locally to increase opportunities for residents of Adams, Clarksburg, and North Adams to eat better and move more in the places they live, learn, work, and play. These three municipalities are among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

### Priority Initiatives

- Safe Routes To School - creating safe, walkable routes to school
- Healthy Markets - offering healthier options at neighborhood convenience stores
- Built Environment - designing vibrant, active neighborhoods for bikers and walkers
- Food Pantries - offering healthier options at food pantries
- School Nutrition - offering healthier foods in schools
- Farmers' Markets - making local produce affordable and accessible

Obesity Rate: 23.6 – 45%

obesity rate for grantees with multiple cities and towns is weighted by population

### Accomplishments

- **4 schools** are now participating in Safe Routes To School
- **2 farmers' markets** are now accepting WIC and SNAP
- **3 food pantries** are now working with Mass in Motion to offer healthier foods

### Quote

"Clarksburg has demonstrated the true success of connecting and partnering with others, using all assets in the community to implement and walk the walk of prevention in making Clarksburg a healthy place to live, work and play." – Amanda Chilson, MiM Coordinator

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### Success Story

Northern Berkshires' close relationship with the Clarksburg school system is helping schools provide opportunities for physical activity. As the first school to partner with Safe Routes to School, Clarksburg students took the lead on organizing walks, with the Superintendent and Principal by their sides the entire way.

As a rural community, Clarksburg doesn't let its location stand in the way of success. Through a collaboration with students, administrators, and public officials, a Bike to School Day was planned, providing students and others with an opportunity to bike to the Clarksburg Elementary School for the first time in over 20 years. On this day in May, students, teachers, the Superintendent, parents, community volunteers, and the local police biked to school with the help of the Massachusetts State Police. State Representative Gail Cariddi also joined in the fun.

The Clarksburg Elementary School received the Peter R. Lee Healthy Communities Award at the Ounce of Prevention Conference in 2013, demonstrating the success of the school community's willingness to work hard to make their vision of a healthier community a reality.

### **Healthy Eating Highlights**

- The food service director, principal, and a local Clarksburg farmer have been working closely together to have local foods served at the school two times per month as well as organizing quarterly visits from the local farmer to the students.
- Every school in North Adams has a school garden and summer gardening program in place.
- XXXXXNorthern Berkshires Mass in Motion Partnered with Friendship Food Pantry to distribute 500 cloth bags with a suggested healthy food donation list for the annual letter carrier food drive.

### **Active Living Highlights**

- Clarksburg Elementary School also partnered with Berkshire Natural Resource Council and the Clarksburg DPW to clear and create trails from the school to the neighboring town field enabling the opportunity for more physical activity and trails behind the school to use as future walk to school trails and outdoor classroom opportunities.
- The North Adams Master Plan is being rewritten for the first time in 40 years, and the Open Space Plan was drafted.
- Super Walmart has added bike racks and a bike path has been planned and approved.
- North Adams and Adams are working on walking loops connecting the towns.

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## **Community Partners – Working Together in the Northern Berkshires**

Clarksburg Town Administrator, Clarksburg Town Selectboard, Clarksburg School Committee, Clarksburg School Principal and Superintendent, Berkshire Natural Resource Council, McCann Technical School, Many Forks Farm- Sharon Wyrick, Massachusetts Farm to School, Clarksburg Student Council Clarksburg Police Department, MA State Police, Clarksburg School Parents, Clarksburg School Faculty and staff (food service director), MassBike, Safe Routes to School, Northern Berkshire Community Coalition, North Adams Public Schools- Faculty, Staff (Food Service Director), Administration, Boards of Health, Planning Board, DPW, North Adams School Committee, Massachusetts College of Liberal Arts, Williams College, E3 Academy of North Adams Public School, Berkshire Eagle/North Adams Transcript, i-Berkshires.com, WNAW, NBCTV, Bike North Berkshire, North Adams City Planner & Community Development/Engineer/Administrator/Co, North Adams Mayor, North Adams Public Safety, Berkshire Regional Planning Commission, North Adams Regional Hospital/REACH, North Berkshire YMCA, Massachusetts Farm to School, Northern Berkshire Neighbors, UNITY (Teen Pregnancy Prevention), Northern Berkshire Community Coalition, Substance Abuse Prevention Coordinator for North Berkshire, The Family Place, Childcare of the Berkshires, HeadStart, Berkshire Tobacco Free Community Partnership, North Adams Farmers Market Committee, Wholesome Wave Foundation, Cumberland Farms, North Adams City Council, Everyday Health, Friendship Food Pantry, Berkshire Food Project, Mohawk Forest/Caleb Foundation, Berkshire North WIC, First Baptist Church, New Hope United Methodist Church and other faith based organizations, Living Well, North Adams Chamber of Commerce, Wal-Mart Supercenter of North Adams, North Adams Partnership, North Adams Spitzer Center, St. Joseph's Court, Hoosic River Revival, Adams Town Administrator, Adams Town Selectmen, Adams Boards of Health, Adams Agricultural Commission, Community Development, Elmartin Farms, Berkshire Outfitters, Adams Council on Aging, Adams-Cheshire Public Schools- Administration, Faculty and Staff, BART Charter School, Safe Routes to School, Adams Farmers Market Vendors, Adams Dollar General

## **Contact Information**

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